



Tourism & Events Department
7506 E. Indian School Road
Scottsdale, AZ 85251
480.312.7177

To: Linda Dillenbeck, Chairperson
Tourism Development Commission

From: Karen Churchard, Tourism & Events Director
Jackie Contaldo, Downtown Specialist

Date: October 16, 2018

Subject: Old Town Matching Marketing Program

At the August 21, 2018 TDC meeting, the commission reviewed the Matching Marketing Program that the Tourism & Events Department was looking to formalize and make available to more districts in the Old Town area. *The year prior, this was a pilot program with the Scottsdale Gallery Association (SGA).* The Commission recommended that the City Council approve \$30,000 of the FY 2018/2019 Matching Marketing Program funding for Scottsdale Gallery Association to continue production and fulfillment of their Art District Brochure. City Council approved this action on consent at its September 25 City Council meeting.

Chairwoman Dillenbeck asked that the FY 2018/2019 Matching Marketing Program guidelines and application be clear that organizations applying for the program are limited to one application per year. The application criteria now reflects this recommendation.

In the weeks following the Aug 21 meeting, the Downtown Specialist began informing and soliciting feedback from the Entertainment District and 5th Avenue merchants on the program. There is strong interest from the Entertainment District. In coming weeks, the Downtown Specialist will meet with the Historic Old Town Association and present the program and opportunities available, as well as meet with the City's Legal Department to discuss whether applicants must be a specified district within Old Town or could be a specific theme/industry if a compelling case is presented in the completed application.

Concurrent to district and association outreach, the Downtown Specialist has fleshed out the guidelines and application for the Matching Marketing Program for review by the City Attorney's Office.

Attached is the FY 2018/2019 Matching Marketing Program Guidelines and Application. Updates highlighted take into consideration TDC comments from the Aug 21 meeting.

Next Steps

Following TDC discussion and approving the updated criteria and application, staff will seek City Attorney feedback on applicant criteria. Staff will present review the final program guidelines and application for action on the November 20, 2018 TDC agenda.

FOR LEGAL REVIEW

City of Scottsdale

**Old Town Scottsdale Matching Marketing Program
Guidelines and Application Information**

PROGRAM OVERVIEW

The City of Scottsdale's Tourism & Events Department (TED) is seeking applications for marketing initiatives that support the City's resident engagement and leisure tourism marketing efforts in downtown Scottsdale (Old Town). Through collaborative partnerships, this program strives to encourage cooperative marketing initiatives, increased partnerships across tourism industry stakeholders, active marketing of the downtown's assets to residents and leisure tourists, themed promotions, advertising, and public relations aimed at niche audiences. Using tourism development funds, TED will award *up to* \$30,000 to each approved applicant, until 2018/2019 fiscal year funds are depleted, to support the success of the awarded marketing initiatives.

The Old Town Matching Marketing Program is designed to:

- Invest the City's financial resources with tourism partners in the Old Town area to increase downtown visitation, spending, revenue, and jobs.
- Provide matching marketing funds through a reimbursement of qualifying paid marketing expenses.
- Encourage the development of innovative and collaborative marketing initiatives by the business community, hospitality industry and attractions.
- Give special emphasis on increasing visitation to Old Town by strengthening the area's image as a competitive, attractive, culturally-rich and diverse destination.
- Contribute to the development and improvement of districts and/or industries within Old Town through enhancement, expansion, and promotion of downtown visitation.
- Support projects that reach targeted niche markets and tourism drivers.

The Old Town Matching Marketing Program provides a unique opportunity to:

- Access significant matching funds to support new resident engagement and leisure tourism marketing initiatives.
- Develop marketing partnerships that leverage each partner's marketing efforts and tourism product.
- Expand your marketing reach, reaching new geographic markets.
- Expand your marketing scope, offering new and creative visitor experiences.
- Enhance your ability to attract downtown visitors.
- Play a significant role in the City's commitment to creating a highly desirable and vibrant downtown destination.

PROGRAM QUALIFICATIONS

All qualifications must be met to be eligible for funding:

- ☐ Funds must be used promote and enhance locally-owned businesses in one or more of Old Town's districts (Arts, Brown & Stetson, Civic Center Park, Entertainment, Fifth Avenue Shopping, Historic, Southbridge, Waterfront) and provide significant exposure to the assets/points of interest within each. *Funds may also be used to promote a specific theme or industry if a compelling case is presented to the City in the completed application.*
- ☐ Marketing initiatives must align with Scottsdale's brand image and support at least one tourism driver: art and culture, culinary, golf, sports and recreation or western.
- ☐ Marketing initiatives proposed must link destinations/attractions through a common theme or niche offering and be aimed at important markets.
- ☐ Each marketing program application must have one "Lead Organizer" partner who will act as the administrator, submit the full application, marketing results and reimbursement requests as well as interface with TED staff in a timely manner.

- ☐ The Lead Organizer must accept administrative responsibility for the project and must secure a minimum of two or more organizations (partners) with significant interest in the project.
- ☐ The Lead Organizer must take an active role in the project promotion.
- ☐ The funding application may be received at any time. Once received, the process can take between 45-90 days to complete.
- ☐ Applicants must match their marketing fund amounts dollar-for-dollar.
- ☐ Old Town Scottsdale and City of Scottsdale logo must appear on all marketing materials and be legible. When logo can't be present the words "Old Town Scottsdale" must be included.
- ☐ Old Town Scottsdale website (OldTownScottsdaleAZ.com) must appear on all marketing materials.

POTENTIAL USES FOR FUNDS

Funds may be used for a single marketing initiative or in combination with other marketing initiatives. Examples of eligible uses of matching funds include:

- Traditional advertising (print, television, out-of-home, radio)
- Social Media advertising
- Web-based or digital advertising/marketing
- Paid advertising production and placement
- Website development/enhancement/search engine optimization targeted to leisure tourists
- Video production if it relates directly to marketing Old Town Scottsdale and the applicant
- Printing/mailling costs for collateral materials (ex: guides, directories and direct mail campaigns)
- Promotional activities
- Enhancements to existing marketing programs
- Outdoor advertising (billboards, bus stops, unconventional)
- Wayfinding (signage, maps, trails). Requires City processes, approvals and permits.

FUNDS MAY NOT BE USED FOR

The following types of marketing programs or initiatives are not eligible for funding:

- Capital investments
- Salary support, personnel costs
- Strategic plan development
- Public relations fees and retainers
- Tradeshow registration fees, booth rentals, conferences or membership dues
- Travel costs (food, lodging, entertainment)
- Database development
- Market research to identify target markets
- Facility rental/insurance; purchase or rental of equipment or supplies
- Food or alcoholic beverages
- Items for resale
- Operating costs (including web hosting and domain registration)

DISBURSMENT OF FUNDS

The Old Town Matching Marketing Program reimburses awardees for documented paid marketing costs incurred to implement their program. Within 60 days after the date of the signed agreement, the Lead Organizer shall provide the City an invoice for 75% of the awarded marketing amount. Within 30 days after receipt of the invoice, the City shall make payment to the Lead Organizer for 75% of the awarded marketing amount. The City will not be obligated to pay any part of a late invoice. Following the completion of the marketing initiatives, the City will remit the remaining 25% payment within 120 days of final invoice, barring successful receipt of all reporting and completion of marketing initiatives as outlined in the agreement.

- Reimbursement requests can be submitted only once per month.
- Reimbursements will be made by check and only issued to the Lead Organizer.
- Final reimbursement requests must be received within 60 days of marketing initiative end date.

APPLICATION AND APPROVAL PROCESS

- Applications:
 - Read application document entirely. Only apply if marketing initiatives fully meet qualifications.
 - Fill out application. Incomplete submissions will not be accepted. Only (1) application per marketing initiative is allowed.
Lead organizers/organizers applying for the program are limited to once per year.
 - Applying for the Old Town Matching Marketing Fund does not disqualify from receiving Event Matching Event Funds.
 - Submit application via mail or email to City of Scottsdale Tourism & Events Department.
- Approval:
 - Applications will be reviewed by City of Scottsdale staff for eligibility, accuracy, and possible recommendation.
 - Recommendations are approved by Scottsdale City Council.
- Questions and Applications should be submitted to:

City of Scottsdale Tourism & Events Department
Attention: Jackie Contaldo
7506 E. Indian School Rd.
Scottsdale, AZ 85251

JContaldo@ScottsdaleAZ.gov

480-312-2459

Final Notes: The City of Scottsdale and the Scottsdale tourism industry are eager to support quality marketing initiatives that contribute to our strong tourism image, have growth potential and provide measurable return to the City of Scottsdale and the industry:

- This communication is an invitation to submit an application and should not be interpreted as automatic approval of City funding.
- Actual funding amount and specific uses must be specifically authorized by the City.
- Application is not a legally binding agreement.

APPLICATION FORM – REQUIRED INFORMATION

- ☐ Summary of proposed marketing initiatives, including a description of how the project will help increase visitation to, and enhance the image of, Old Town Scottsdale
- ☐ Lead Organizer and Program Partner information including name, address, phone, email and website URL
- ☐ Beginning and ending date of the program being marketed
- ☐ Program budget breakdown, including all outside hard costs (design, printing, shipping/mailing, etc.)
- ☐ Types and elements of the marketing program; including timelines for implementation
- ☐ Primary target markets
- ☐ Marketing program goals, expected outcomes and success metrics
- ☐ Planned media buy schedule, if applicable
- ☐ City fund amount requested (up to \$30,000 per applicant); **limit one application per Lead Organizer/Organization per year**

OLD TOWN MATCHING MARKETING PROGRAM APPLICATION

APPLICANT INFORMATION

Application Date:

Lead Organizer First and Last Name:

Lead Organizer Business Name:

Mailing Address:

City:

State:

Zip Code:

Phone:

Cell Phone:

Email:

Lead Organizer Signature:

PROGRAM PARTNER INFORMATION

Partner Business Name:

Mailing Address:

City:

State:

Zip Code:

Phone:

Cell Phone:

Email:

Partner Signature:

Partner Business Name:

Mailing Address:

City:

State:

Zip Code:

Phone:

Cell Phone:

Email:

Partner Signature:

Partner Business Name:

Mailing Address:

City:

State:

Zip Code:

Phone:

Cell Phone:

Email:

Partner Signature:

Additional Partner Information can be added in Appendix A on Page 9

PROGRAM INFORMATION	
Program Title:	
Program Beginning Date: (MM/DD/YY)	Program End Date: (MM/DD/YY)
Applicant & Partner Budget:	City Funds Requested: (maximum of \$30,000)
TOTAL PROGRAM BUDGET:	
PROJECT PROPOSAL	
<p>1. Provide a detailed description of the proposed marketing initiative. Include information as to how the initiative will increase visitation and how it will enhance tourism to Old Town. (Not to exceed 400 words)</p>	
<p>2. List all attractions, events and tourism partners included in the project. Describe the role each partner will contribute to the collaborative effort of the program. (Not to exceed 550 words)</p>	

3. Provide the objectives of the marketing initiative for which the City of Scottsdale Tourism & Events Department tourism development funds will be used and the approximate timeline for implementation. (Not to exceed 250 words)

4. Describe type and elements of the marketing initiative (ex: social media campaign, direct mail, promotional activities, print production, etc.) Please list all elements that apply.

5. List the primary target markets, both physical location (ex: Phoenix, Chicago, etc.) and the type of audience (ex: cultural tourists, residents, families with children, etc.)

6. List (3) goals of the marketing initiative being proposed. Goal should be a broad statement of what you and your partners want to accomplish with the matching marketing program funds.

Goal 1.

Goal 2.

Goal 3.

7. Include 3-5 measurable outcomes for the marketing plan. Outcomes should be quantifiable and realistic. Please also include how the data will be collected.

Outcome 1.

Outcome 2.

Outcome 3.

Outcome 4.

Outcome 5.

PLANNED MEDIA BUY

(if applicable)

1. List media channels, timing, specifications (size) and comments of planned media buy schedule. Channels may include TV, radio, print, paid social media, outdoor advertising. Timing may be a specific date, date range or season. Specifications may be digital banner sizes, print ad sizes, or per word (as in advertorial or content advertising). Comments, for example, could include: off-season, holiday, during seasonal Scottsdale event, etc.

Channels:	Timing:	Specifications:	Comments:

2. For collateral materials you plan to use, list the distribution plan and the timeline (ex: flyers, rack card, coupons, etc.)

Item:	Location:	Quantity:	Timing

MARKETING EXPENSES/BUDGET		
Budgeted Expenses:	Amount:	Dates to be Expended:
Media Buy		
Creative Services		
Advertising Production		
Print Production		
Website Enhancements		
Shipping Costs		
Mailing Costs		
City Funds Requested		
TOTAL:	\$	

SUBMISSION AGREEMENT	
On behalf of the partners identified in this application, I certify that the information entered herein is true and accurate, and that the applicants meet the eligibility requirements for the Marketing Matching Fund Program as outlined in the Program Qualifications.	
First and Last Name (Printed)	
Signature:	Date:

APPENDIX A		
PROGRAM PARTNER INFORMATION		
Partner Business Name:		
Mailing Address:		
City:	State:	Zip Code:
Phone:	Cell Phone:	Email:
Partner Signature:		
Partner Business Name:		
Mailing Address:		
City:	State:	Zip Code:
Phone:	Cell Phone:	Email:
Partner Signature:		
Partner Business Name:		
Mailing Address:		
City:	State:	Zip Code:
Phone:	Cell Phone:	Email:
Partner Signature:		
Partner Business Name:		
Mailing Address:		
City:	State:	Zip Code:
Phone:	Cell Phone:	Email:
Partner Signature:		